

## Data-driven organizations worldwide rely on Privitar to realize the promise of one of their most valuable assets – safe, usable data.

The Privitar Data Privacy Platform™ protects and manages sensitive data while optimizing its utility for analytic applications so that leading organizations can use it to gain timely insights and support data-driven decisions that lead to better products, services and customer experiences; increased revenue and profits; decreased time-to-market and improved outcomes.

### The Privacy Mandate

As organizations are adopting modern data architectures to centralize and join data for analytics and machine learning, they are incorporating strong privacy protection by design.

In the past, data was scattered across many systems and difficult to connect. The complexity that limited or prevented use also reduced the risk of misuse. Today, data leaders are consolidating data as part of cloud migrations, data lakes and big data initiatives. They are hiring teams of data scientists and analysts. Executives are demanding everything from business strategies to personalized experiences be based on data over intuition or past experience.

At the same time, the frequency, size and scope of data breaches are on the rise. Sweeping privacy regulations, such as GDPR and CCPA, require that organizations implement controls to protect all sensitive personal data with unprecedented financial liabilities for those who do not. Customers are voting with their feet and abandoning companies and brands who have betrayed their trust.

### Privitar Customers Realize

**Sharper insights** from optimized data utility  
**Broader usage** - more data available to more users  
**Streamlined provisioning** of sensitive data  
**Safe sharing** across organizational boundaries  
**Increased trust** from customers because of consistent controls  
**Managed risk** - reputational, financial, regulatory

### Privacy Extends & Strengthens Security

While established security technologies prevent unauthorized access to sensitive data and reduce the likelihood of data leakage, they provide no protection when data is in use or once it leaks. This level of protection requires protection of the data itself that travels with the data. It requires data privacy, which controls what can be learned and prevents exposure of individuals, and thereby reduces or eliminates the consequences of a data breach or misuse, whether inadvertent or malicious.

### Achieving Utility, Privacy & Speed at Scale

#### Accelerate & Control

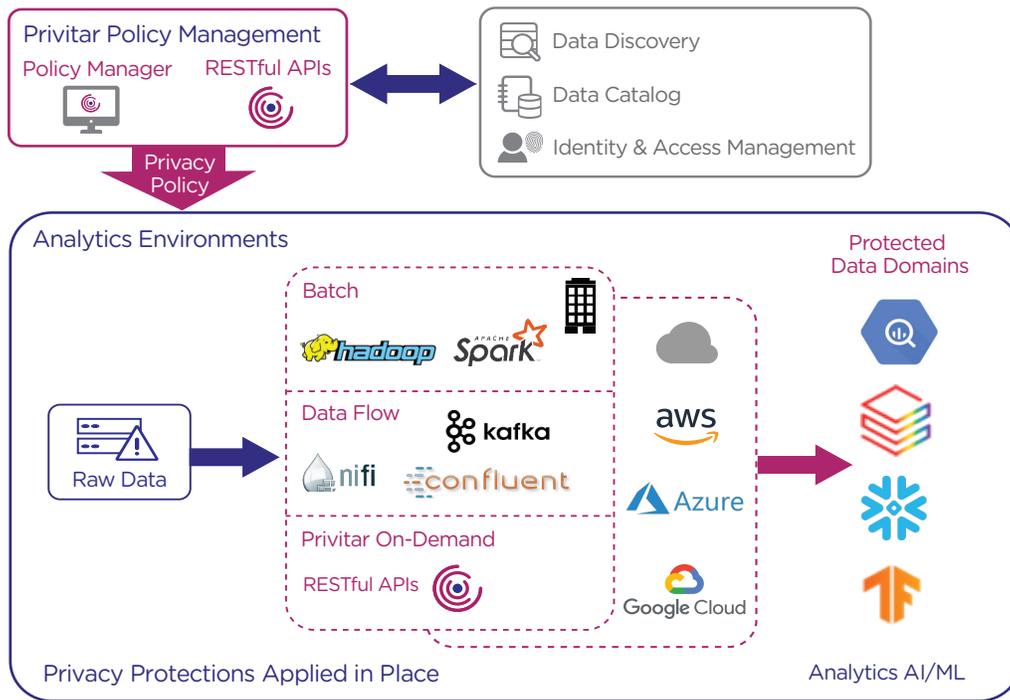
The Privitar Platform enables organizations to accelerate safe data provisioning by defining, managing and applying Privacy Policies consistently across data locations in your data environments without any coding required, whether:

- > Streaming, batch or on-demand
- > On-premise, native cloud, hybrid or multi-cloud
- > Centralized, federated or mixed

#### Protect, Manage & Use

Privitar Privacy Policies can combine any of Privitar's comprehensive set of data privacy techniques to protect all aspects of structured and semi-structured data in a dataset, including both direct and quasi-identifiers. This is essential for optimizing both utility and privacy.

You choose the right protections based on the specific purpose, analyses and users; and Privitar creates a purpose-limited dataset called a Protected Data Domain™ which enables data minimization and represents an ideal unit for data lifecycle and risk management.



## Scale & Automate

Policy assembly and application can be automated by integrating Privitar’s RESTful APIs with metadata sources enabling the creation of contextualized Privacy Policies. These include data catalogs and data discovery tools as a source of business and technical metadata and Identity and Access Management systems as a source of user context.

Importantly, the creation and management of Privacy Policies is separated from their application. Privacy Policies are executed in your existing data environment, which has the advantages of leveraging the scalability of your big data investments and respecting their existing security controls.

## Additional Benefits of the Privitar Platform

**Enforce business policies** for data distribution, access and destruction by tagging with immutable metadata.

**Deter insider threats** and facilitate forensic investigations via undetectable Watermarks™ that describe data provenance.

**Control referential integrity and linkability** to manage data enrichment, prevent toxic linkages and minimize re-identification risk.

**Purpose-built for modern data architectures** including native support for AWS, Azure and Google Cloud.

## Our Clients Include

